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### **MetroPCS Introduces Its First Touch Screen Handset - the Samsung Finesse™**

#### **Full Featured Phone Delivers Advanced Capabilities, Such as MetroNavigator, with Exceptional Value**

DALLAS--(BUSINESS WIRE)--Apr. 1, 2009-- In its ongoing effort to provide consumers with the largest selection of wireless handsets for low-cost unlimited service, MetroPCS Communications, Inc. (NYSE: PCS), the nation's leading provider of unlimited, flat-rate wireless communications service and Samsung Telecommunications America (Samsung Mobile), a leading mobile phone distributor in the U.S., today launched the Samsung Finesse™. With the Samsung Finesse, MetroPCS subscribers will be able to experience features and capabilities including unlimited talk, text and data, Internet access, web-browsing, MP3 music player and other multimedia functions, all with the convenience of a touch screen.

The Samsung Finesse's touch screen display, virtual QWERTY keypad and tactile feedback are designed with Samsung's unique TouchWiz™ interface. The TouchWiz interface incorporates specially designed widgets that allow users to customize and personalize their phone, with instant access to their favorite functions.

The Samsung Finesse is available with the \$50 service plan and is available for purchase in all metropolitan areas where MetroPCS service is available, which include Greater Miami/Ft. Lauderdale, Tampa, Orlando, Jacksonville, Atlanta, Detroit, Dallas, Los Angeles, San Francisco Sacramento, Las Vegas, Philadelphia, New York City and Boston.

"In today's economy, consumers desire value when selecting their handset and service plan without sacrificing full features and advanced capabilities. They also hope to do without the expensive bills incurred when using traditional wireless services," said Roger D. Linnquist, president, chief executive officer and chairman of the board of MetroPCS. "We are proud to offer our consumers a wide variety of handsets, including the Samsung Finesse, our first touch screen handset. This offering provides consumers with the advanced features of a touch screen available with the economical unlimited, flat-rate service they can always expect from MetroPCS."

When consumers purchase the \$50 rate plan they will have access to several applications. One of these will be MetroNavigator, a GPS navigation system that allows subscribers to receive voice-guided turn-by-turn directions to any desired address in the United States.

"We're excited to offer the first touch screen phone to MetroPCS customers," said Bill Ogle, Chief Marketing Officer of Samsung Telecommunications America. "The customizable widgets and Internet access on the Samsung Finesse give users the ability to access their favorite features and other online applications with a single touch."

MetroPCS' plans for its wide variety of other phones range from \$30 to \$50 per month and allow subscribers to talk all they want, 24-hours-a-day, seven days a week. Unlike most carriers, MetroPCS does not require a signed contract, which means that consumers can activate service without going through a credit check or paying a deposit.

The Samsung Finesse is available at all MetroPCS authorized dealers and company-owned retail locations. Visit MetroPCS' website at [www.metropcs.com](http://www.metropcs.com) for specific locations or to purchase the Samsung Finesse and sign up for service plans. To find out more information on the Samsung Finesse, please visit [www.samsungwireless.com](http://www.samsungwireless.com).

#### About MetroPCS Communications, Inc.

Dallas-based MetroPCS Communications, Inc. (NYSE: PCS) is a provider of unlimited wireless communications service for a flat-rate with no signed contract. MetroPCS owns or has access to licenses covering a population of approximately 143 million people in the largest metropolitan areas in the United States, including New York City, Los Angeles, San Francisco, Dallas, Philadelphia, Atlanta, Detroit, Boston, Miami, Tampa, and Sacramento. MetroPCS ranked "Highest In Customer Satisfaction With Wireless Prepaid Service" in the J.D. Power and Associates third annual Prepaid Customer Satisfaction Study in July of 2008.

As of December 31, 2008, MetroPCS had approximately 5.4 million subscribers. For more information please visit <http://www.metropcs.com>.

#### **About Samsung Telecommunications America**

Samsung Telecommunications America, LLC, a Dallas-based subsidiary of Samsung Electronics Co., Ltd., researches, develops and markets wireless handsets and telecommunications products throughout North America. For more information, please visit [www.samsungwireless.com](http://www.samsungwireless.com).

#### **About Samsung Electronics**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of US\$105 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of two main business units: Digital Media & Communications and Device Solution. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit [www.samsung.com](http://www.samsung.com).

SOURCE: MetroPCS Communications, Inc.

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#### **Frequently Requested Documents**

- [MetroPCS Corporate Background](#)
- [Galaxy Indulge™ Press Kit](#)
- [LG Optimus M Press Kit](#)

## MetroPCS and Samsung Mobile unveil the Samsung Galaxy Indulge, the world's first commercially available 4G LTE Android Smartphone

*Consumers can have it all -- apps, entertainment and organization tools with lightning fast speeds -- at about half the price of other 4G smartphone service plans*

DALLAS-- February 9, 2011 - MetroPCS Communications, Inc. (NYSE: PCS), the nation's leading provider of unlimited, no annual contract, flat-rate wireless service, and Samsung Telecommunications America (Samsung Mobile), the number one mobile phone provider in the U.S. 1, today introduced the world's first commercially available 4GLTE enabled Android™ smartphone, the Samsung Galaxy Indulge™.

At about half the cost of other 4G smartphone service plans today, consumers can truly have it all with MetroPCS' \$50 and \$60 4GLTE smartphone service plans, which include all applicable taxes and regulatory fees. MetroPCS is delivering this unmatched value with unlimited talk, text and 4G LTE Web page browsing, along with data access to streaming audio, video and gaming content, downloads and Android applications.

"Our commitment to offering premium, feature-rich smartphones was once again fulfilled today with the introduction of the Samsung Galaxy Indulge, which will allow consumers to experience the vast benefits of both MetroPCS' 4GLTE services and the Android operating system," said Roger D. Linquist, president, CEO and chairman of MetroPCS. "Mobile consumers no longer have to choose between low cost service and high-end Android handsets. Instead, they can truly have it all by being able to select from a full spectrum of feature and smartphones paired with 4GLTE services at an unmatched value."

Powered by Android 2.2 (Froyo), the Galaxy Indulge is the perfect smartphone for those who want to manage every aspect of their lives from a mobile device. MetroPCS' 4GLTE service delivers lightning fast Web page browsing and also allows customers to watch and listen to exclusive entertainment and multimedia content from their favorite shows through the MetroSTUDIO application. Quick access to the Android Market™ provides more than 100,000 applications to consumers' fingertips and Android's intuitive user interface with Samsung TouchWiz enhancements makes customizing the device's home screens simple and easy. The Galaxy Indulge's combination touch screen/QWERTY keyboard means consumers can send messages via e-mail, SMS or social media channels through whichever input method they choose.

"The Galaxy Indulge integrates two of Samsung's core product investments; the Android platform and bringing powerful and intuitive 4G-enabled devices to the U.S. market," said Omar Khan, chief strategy officer for Samsung Mobile. "The Galaxy Indulge is loaded with the speed of the Android OS, true mobile broadband connectivity and a 1GHz processor with rich multimedia features for premium movie and TV content."

The Galaxy Indulge provides complete access to Google Mobile services, including Google Search™, Google Maps™, Gmail™ and YouTube™. This sleek smartphone features a 3 megapixel camera and camcorder with auto-focus, music player, Stereo Bluetooth® capabilities and expandable memory storage up to 32GB. Additionally, the Galaxy Indulge includes a 4GB microSD™ card, preloaded with the action film "IRONMAN 2," produced by Paramount Pictures2.

The Samsung Galaxy Indulge is the second LTE-enabled mobile phone offered by MetroPCS, following the Samsung Craft™ which was introduced in late 2010. The Galaxy Indulge will be available in MetroPCS stores and online later this week with a suggested retail price of \$399 plus tax.

Visit [www.metropcs.com](http://www.metropcs.com) for store location information or to purchase the Samsung Galaxy Indulge online and sign up for service plans. To find out more information on the Samsung Galaxy Indulge, please visit <http://www.samsungwireless.com> or <http://www.samsungusa.com>.

For more information, please visit:

Details on rate plans and service features: [www.metropcs.com/plans](http://www.metropcs.com/plans)

MetroPCS Terms and Conditions of Service:  
[www.metropcs.com/privacy/terms.aspx](http://www.metropcs.com/privacy/terms.aspx)

Press resources: [www.metropcs.com/presscenter](http://www.metropcs.com/presscenter)

Follow MetroPCS on Twitter: [www.twitter.com/metropcs](http://www.twitter.com/metropcs)

Become a fan of MetroPCS on Facebook: [www.facebook.com/metropcs](http://www.facebook.com/metropcs)

View MetroPCS' latest videos: [www.YouTube.com/metropcs](http://www.YouTube.com/metropcs)



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About MetroPCS Communications, Inc.  
Dallas-based MetroPCS Communications, Inc. (NYSE: PCS) is a provider of unlimited wireless communications service for a flat-rate with no annual contract. MetroPCS is the fifth largest facilities-based wireless carrier in the United States based on number of subscribers served. With Metro USA, MetroPCS customers can use their services in areas throughout the United States covering a population of over 280 million people. As of December 31, 2010, MetroPCS had over 8.1 million subscribers. For more information please visit [www.metropcs.com](http://www.metropcs.com).

#### Forward-Looking Statements

*Except for the historical information contained herein, this press release contains forward-looking statements as defined within Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities and Exchange Act of 1934, as amended. These statements, including those pertaining to 4G LTE services and networks, availability of service and handsets, service plan offerings, and rates/pricing, are subject to risks and uncertainties and are based upon MetroPCS management's experience in the industry, as well as its perceptions of historical trends, current conditions, expected future developments and other factors management believes are appropriate under the circumstances as of the date of this press release unless specified as of some earlier date. Actual financial results, performance or results of operations may differ materially from forward-looking statement expressed in this release.*

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Other brands, product names, company names, trademark and service marks are the property of their respective owners.

#### About Samsung Telecommunications America

Samsung Telecommunications America, LLC, a Dallas-based subsidiary of Samsung Electronics Co., Ltd., researches, develops and markets wireless handsets and telecommunications products throughout North America. For more information, please visit [www.samsungwireless.com](http://www.samsungwireless.com).

#### About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2009 consolidated sales of US\$116.8 billion. Employing approximately 188,000 people in 185 offices across 65 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit [www.samsung.com](http://www.samsung.com).

<sup>1</sup>Number one mobile phone provider in the U.S. claim for Samsung Mobile based upon reported shipment data, according to Strategy Analytics Q3 2010 U.S. Market Share Handset Shipments Reports.

<sup>2</sup>IRONMAN 2 copyright © 2009 Paramount Pictures. IRONMAN 2 and related marks and logos are trademarks of CBS Studios Inc. All Rights Reserved.

Android is a trademark of Google, Inc.

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## **MetroPCS Introduces TapouT Special Edition Android Handset, Nationwide Tour with MMA's Best Fighters**

*Custom Huawei Ascend brings the thrill of the cage to the palm of your hand with pre-loaded, exclusive TapouT training content and new TapouT application*

DALLAS – (March 30, 2011) – MetroPCS Communications, Inc., in partnership with SA Studios Global, today introduced the Huawei Ascend Sanctioned by TapouT, a special-edition handset designed in conjunction with Mixed Martial Arts ("MMA") and lifestyle brand TapouT, an Authentic Brands Group company. The phone will be available exclusively at MetroPCS stores and online within the next few weeks.

The Huawei Ascend Sanctioned by TapouT comes with two interchangeable backs and is pre-loaded with a full content suite featuring TapouT static and live wallpapers, TapouT Virtual Training center videos and a new TapouT application exclusively available on the phone.

Finished in high gloss black with matte black casing, the Huawei Ascend Sanctioned by TapouT features the iconic TapouT logo emblazoned on the back of both covers, one in tonal black and the other in dark grey with the cage graphic frequently seen on TapouT merchandise. The handset is powered by Android™ 2.2 (Froyo), features a large 3.5 inch touchscreen and a 3.2 megapixel auto-focus camera and camcorder, and comes with a 2GB microSD™ memory card.

The Huawei Ascend Sanctioned by TapouT is available with MetroPCS' smartphone service plans at \$50 and \$60 a month, including all applicable taxes and regulatory fees. Both plans offer unlimited talk, text and Web services for about half the cost of other carriers' smartphone plans today, along with Metro

USA<sup>SM</sup> nationwide coverage covering more than 90 percent of the U.S. population.

"The TapouT brand is admired by MMA fans around the world, and we're proud to offer consumers a unique and personalized handset that carries the energy and radical design for which TapouT is known," said Phil R. Terry, senior vice president of corporate marketing for MetroPCS. "Special edition handsets are one of the ways that we're giving consumers the devices, services and features that are a perfect fit with their lifestyles and interests."

TapouT is the most recognizable brand in the MMA world. Founded in 1997 by Charles "Mask" Lewis Jr., Dan "Punkass" Caldwell and Tim "SkySrape" Katz in California, the three made t-shirts and sold them at local gyms and MMA events. The brand rapidly became the de-facto brand worn by MMA fans throughout the U.S. and now has global distribution sponsoring a number of top athletes including Ryan Bader and Jake Shields.

"When we started TapouT, the goal was to create a brand that captured the true essence and lifestyle of MMA fans. Today, the mobile phone is the most important piece of technology that we own, and is an extension of the owner's personality. TapouT fans now have a handset that reflects their lifestyle and the latest technology on the market. The value that MetroPCS offers consumers is unmatched in the industry and was an obvious choice for us," said Caldwell, co-founder of TapouT.

#### **Cross-Country Tour**

To celebrate the launch, Punkass and SkySrape will travel across the country on the TapouT bus to visit MetroPCS stores and host The Ultimate Fighter™ watching parties. A full schedule of locations and dates can be found at [www.metropcs.com/TapouT](http://www.metropcs.com/TapouT). Additionally, customers who purchase the phone will be able to redeem 20 percent off gear and apparel at [www.TapouT.com](http://www.TapouT.com) and enter to win an all-expenses-paid trip to Las Vegas to watch the finale of The Ultimate Fighter™ with Punkass and SkySrape.

#### **About MetroPCS Communications, Inc.**

Dallas-based MetroPCS Communications, Inc. is a provider of unlimited wireless communications service for a flat-rate with no annual contract. MetroPCS is the fifth largest facilities-based wireless carrier in the United States based on number of subscribers served. With Metro USA<sup>?</sup>, MetroPCS customers can use their services in areas throughout the United States covering a population of over 280 million people. As of December 31, 2010, MetroPCS had over 8.1 million subscribers. For more information please visit [www.metropcs.com](http://www.metropcs.com).

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TapouT is a registered trademark of ABG TapouT LLC © TapouT LLC. The Ultimate Fighter™ is a trademark of Zuffa LLC and is not a sponsor or otherwise participating in the promotion

**About SA Studios Global**

SA Studios Global is a full service agency that specializes in strategic positioning and content creation for select brands, products and feature films looking to dominate the multicultural marketplace. The agency has unparalleled credibility, authenticity and reach amongst core influencers, that ensures the pinpoint positioning of its projects; clients include Microsoft, Universal Pictures, Nike and other leading brands. Sanctioned is SA Studios private label brand, reserved for select alliances and partnerships. Sanctioned merges distinctive and relevant content and products with multiple touch-point marketing experiences. A portion of proceeds from all Sanctioned projects is dedicated to charity. SA Studios is headquartered in Los Angeles with an office in New York.

**About TapouT:**

Founded in 1997 by Mask, Punkass and Skyskraper, TapouT is the first brand to represent the sport of MMA. From humble beginnings when the brand was sold at underground events, TapouT has become synonymous with the sport and is the most recognized MMA brand in the world. Athletes and millions of global fans wear TapouT as a badge of honor as it symbolizes the brands fighting spirit and that quitting is never an option. TapouT's worldwide movement is founded on Mask's conviction that anything is possible if one simply believes.

**About Authentic Brands Group LLC:**

Authentic Brands Group, in partnership with Leonard Green & Partners, is an intellectual property corporation with a mandate to acquire, manage and build long-term value in prominent consumer brands. A New York based company with offices in Toronto, ABG's mission is to acquire and manage iconic consumer brands in apparel, sporting goods, action sports, home, celebrity, entertainment and consumer electronics and enhance brand equity through best-in-class brand licensee and direct-to-retail partnerships. ABG holds Marilyn Monroe, TapouT, TapouT MPS, TapouT Pro, TapouT Vintage, Silver Star Casting Company, Iron Star, Hitman Fight Gear and Sinister Brand. ABG manages the merchandise licensing programs for the Bob Marley family of brands. [www.authenticbrandsgroup.com](http://www.authenticbrandsgroup.com)

**Frequently Requested Documents**

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- [Galaxy Indulge™ Press Kit](#)
- [LG Optimus M Press Kit](#)





## MetroPCS Plans

[See how we can save you money over the other guys!](#)

4G Phone Required

[Learn More About 4G](#)

	\$40	\$45	\$50	\$60	\$40	\$50	\$60
Features <small>Click each name for information.</small>	BlackBerry®				4G LTE Rate Plan	4G LTE Rate Plan	4G LTE Unlimited Premium Plan
Unlimited Local	✓	✓	✓	✓	✓	✓	✓
Unlimited Nationwide Long Distance	✓	✓	✓	✓	✓	✓	✓
Nationwide Coverage	✓	✓	✓	✓	✓	✓	✓
Voice Mail Package	✓	✓	✓	✓	✓	✓	✓
Visual Voice Mail		✓	✓	✓		✓	✓
Visual Voice Mail Plus			✓	✓			✓
Unlimited Text Messaging	✓	✓	✓	✓	✓	✓	✓
Unlimited Picture Messaging	✓	✓	✓	✓	✓	✓	✓
Unlimited MetroWEB*	✓	✓	✓	✓	✓	✓	✓
Unlimited Short Codes & Alerts		✓	✓	✓		✓	✓



See how we can save you money over the other guys!

4G Phone Required

[Learn More About 4G](#)

	\$40	\$45	\$50	\$60	\$40	\$50	\$60
Features <small>Click each name for information.</small>				BlackBerry®	4G LTE Rate Plan	4G LTE Rate Plan	4G LTE Unlimited Premium Plan
Unlimited International Text Messaging		✓	✓	✓		✓	✓
Unlimited Screen-it®		✓	✓	✓		✓	✓
Unlimited Pocket Express®		✓	✓	✓†		✓	✓
Unlimited Premium Directory Assistance		✓	✓	✓†		✓	✓
Unlimited MetroNavigator®			✓	✓†		✓	✓
Unlimited Instant Messaging			✓	✓		✓	✓
Unlimited Loopt® GPS Friend Finder			✓	✓†		✓	✓
Unlimited Email Access			✓	✓		✓	✓
4G Web					✓	✓	✓
4G Video On Demand (featuring MetroSTUDIO™)							✓**
Included Multimedia Streaming Access					100MB	1GB	Unlimited



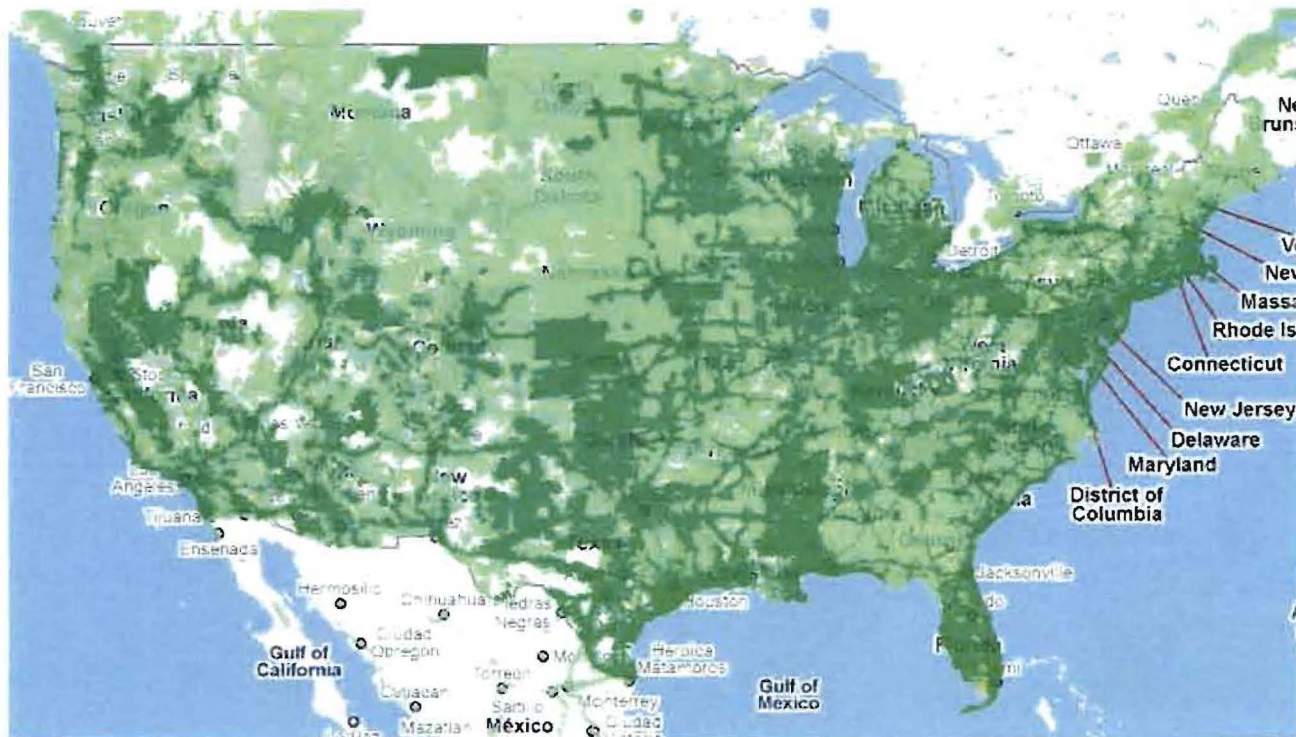
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## Leap Coverage Map




### coverage map legend

[print map](#)

#### Wireless and Cricket PAYGo (\$2/day and up)

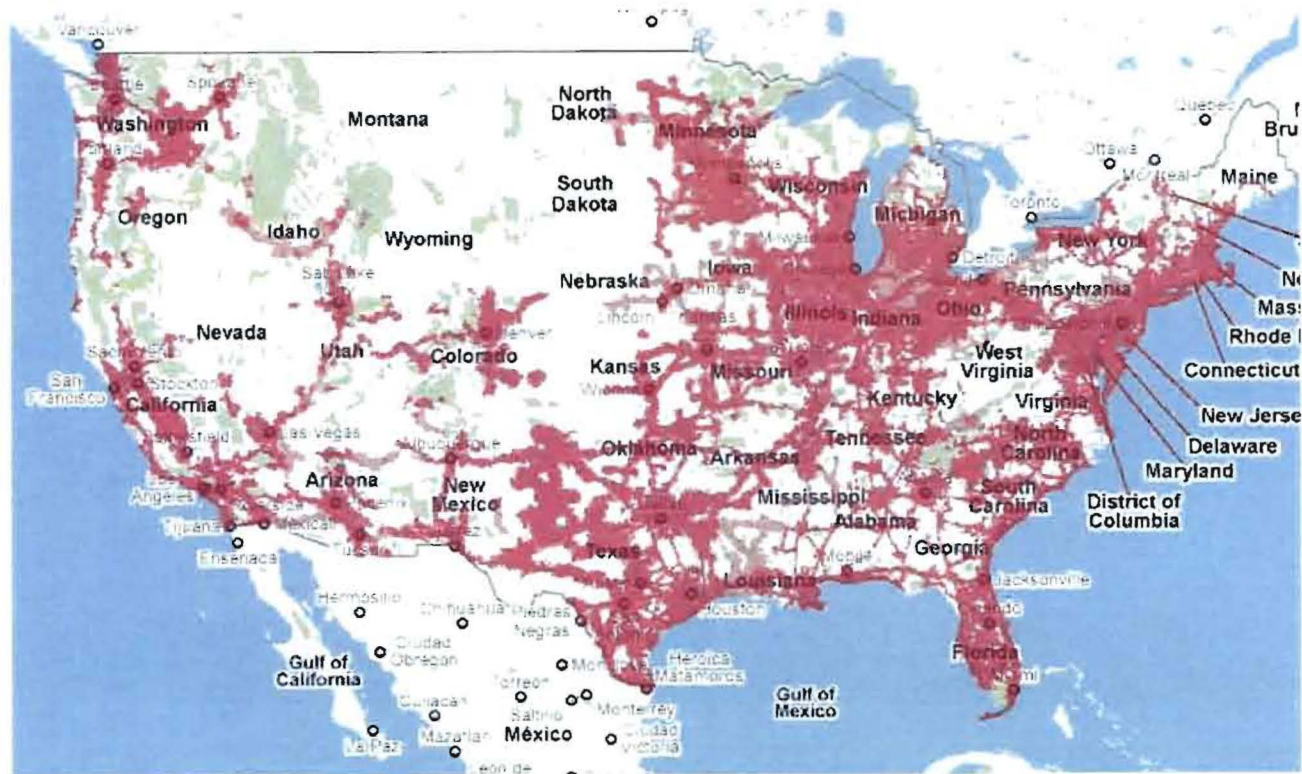
 Nationwide Talk & Text Coverage

 Roaming

 Pattern indicates the need for Tri-band phone



## Leap Data Coverage Map



### coverage map legend

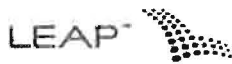
[print map](#)

- Cricket 3G Data Coverage
- Additional Partner Data Coverage (Phones only)



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## Press Release

## Cricket Launches New Nationwide Coverage in all 50 States as part of Enhanced Value-Driven, Simplified Service Plans

FOR IMMEDIATE RELEASE Media Contacts: Cricket Communications, Inc. Greg Lund, Media Relations glund@cricketcommunications.com 858-882-9105 Amy Wakeham, Investor Relations 858-882-9876 awakeham@leapwireless.com Cricket Launches New Nationwide Coverage in all 50 States as part of Enhanced Value-Driven, Simplified Service Plans

Expanding unlimited voice and text coverage to a nationwide footprint covering approximately 277 million people

SAN DIEGO – March 23, 2010 – Cricket Communications, Inc., a leading provider of unlimited wireless services and subsidiary of Leap Wireless International Inc. (NASDAQ: LEAP), today announced the launch of new value-driven, unlimited services plans, all including nationwide talk and text coverage in all 50 states, the District of Columbia and Puerto Rico. Cricket customers can now take advantage of unlimited calling in the top 125 cities in the U.S.

Cricket's new national service plans start at \$30 and all plans offer unlimited nationwide talk. Other service plans at \$40, \$50 and \$60 offer additional features including unlimited text, picture and video messaging; mobile Web, navigation, mobile video entertainment and 411 capabilities.

For customers choosing service plans of \$40 or more, Cricket now offers unlimited international long distance calling to landlines in select cities and towns in more than 100 countries (including unlimited calls to landlines in Mexico) and unlimited text messages to Mexico for an additional \$15 a month. No matter which plan customers choose, they have the flexibility to change service plans without paying a migration fee. In addition Cricket has standardized pricing on most bolt-on feature offerings at \$5 including ring back tones, handset protection, and navigation.

"We believe our nationwide coverage and enhanced service plan structure represents the highest value offer in the wireless marketplace," said Al Moschner, executive vice president and chief operating officer for Cricket. "Cricket continues to deliver greater value by providing a diversified portfolio of products and payment options and now offers and supports those products everywhere our customers live, work and travel. Each of these new service plans positions the Cricket brand as the wireless leader in the unlimited, no-contract segment of the wireless industry."

All new rate plans include nationwide talk coverage. Changes to previous rate plans are noted below:

	<u>Previously Included</u>	<u>Now Also Includes</u>
<b>\$30 Basic Plan</b>	Unlimited Local Talk	Unlimited Long Distance <i>Nationwide Talk Coverage</i>
<b>\$40 More Plan</b>	Unlimited Local Talk Unlimited Long Distance Unlimited Text & Picture Messaging Unlimited Mexico Text Caller-ID Call-Waiting Three-way Calling Voicemail	Unlimited Video Messaging Unlimited Mobile Web Unlimited 411 Call-Forwarding <i>Nationwide Talk &amp; Text Coverage</i>
<b>\$50 All Plan</b>	<i>Above Features +</i> Unlimited Mobile Web Unlimited 411 Unlimited Email Int'l Text Call-Forwarding Data Backup 30 Nationwide Roaming Minutes	Unlimited Video Messaging Cricket Navigation <i>Nationwide Talk &amp; Text Coverage</i>
<b>\$60 Premium Plan</b>	<i>Above Features +</i> 200 Nationwide Roaming Minutes	Unlimited Video Messaging Mobile Video Cricket Navigation 100 Nationwide Roaming Minutes <i>Nationwide Talk &amp; Text Coverage</i>

"Our national coverage expansion is the first announcement in what we expect to be an exciting year for our customers in 2010," continued Moschner. "To augment our new service plans we will continue to offer a wide choice of feature-rich



## Press Release

**Cricket Launches All-Inclusive 'True Rate' Nationwide Service Plans for Mobile Devices**

*~ \$35 to \$60 Monthly Plans Give Consumers Unlimited Talk, Text and Web with All Telecom Taxes and Regulatory and Service Fees Included ~*

*~ \$55 True Rate Android(TM) Plan Offers Industry's Best Android Value ~*

*~ Expected to Increase ARPU, Reduce Churn and Drive Gross Additions ~*

SAN DIEGO, Aug 03, 2010 (BUSINESS WIRE) --

Cricket Communications Inc., a leading provider of unlimited wireless services and a wholly-owned subsidiary of Leap Wireless International, Inc. (NASDAQ:LEAP), today announced the launch of its new true rate service plans for its feature phones and planned lineup of Smartphones. The all-inclusive monthly plans offer a range of options for unlimited nationwide talk, text and Web services and provide easier to understand pricing and greater predictability for consumers by incorporating telecom taxes, regulatory fees and other additional taxes into one low rate. Customers simply pay the monthly rate plus applicable sales tax.

With its all-inclusive plans, the Company also announced it will no longer charge activation, reactivation, migration or reinstatement fees and that it is eliminating its 'first month free' offer. These service plans will result in lower handset pricing for both new and existing customers. Based on successful customer trials, the new pricing is expected to drive improvements in churn due to lower deactivation and higher reactivation rates. The new plans, coupled with Cricket's planned feature-rich device line-up, as well as recent changes to dealer compensation, are expected to increase ARPU over time by encouraging customer migration to higher-value service plans.

Cricket has further simplified its service plans by aligning pricing between its monthly PAYGo(TM) national retail plan and the new \$35 true rate Basic Plan to create uniform pricing across the national retail and big box channels and better capitalize on advertising spending through consistent pricing messaging. This change also enables Cricket customers to find unlimited \$35 national talk and text plans everywhere Cricket products are sold.

"We believe the combination of true rate service plans, in conjunction with our new device lineup and the incentives we provide to dealers, will help increase customer retention, attract new customers and drive ARPU growth over time by encouraging migration to higher-rate, higher-feature devices and plans," said Doug Hutcheson, Leap's president and CEO. "This culminates months of planning and seizes a window of opportunity in our back-office system development to introduce our most exciting rate plan transition ever. With these new plans and the devices we have coming, we believe we are well-positioned to capitalize on the growing number of customers moving into the prepaid segment."

Cricket's new service plans start at \$35 and offer unlimited nationwide talk and text. Other plans at \$45, \$55 and \$60 offer additional options and features, including unlimited picture and video messaging and international text to more than 100 countries worldwide. The \$55 and \$60 Smartphone plans also give customers unlimited data and real-web browsing at 3G speeds. With Cricket's expanding device lineup, customers can pick and choose a device plan according to their needs, whether it is an advanced Smartphone or a more basic phone for talk and text, without the hassle of long-term contracts.

"Based on what we have seen in the market, customers have embraced all-inclusive pricing, and with our new plans they will know exactly what they're going to pay each month, with no additional fees, telecom taxes or overage charges apart from sales tax," stated Al Moschner, Cricket's chief operating officer. "Our \$35 plan is among the most competitive in the wireless market, and our \$55 Android plan is approximately half the monthly cost charged by larger U.S. carriers while offering the same high-speed 3G access and great features. We have a tremendous amount of respect for our customers' wallets and with our reliable, nationwide service and 3G network, and the new plans and phones we are introducing today, customers will know they are getting incredible value as well as the flexibility to choose plans and devices that fit their budget and lifestyle."

**Cricket True Rate Service Plan Options and Pricing**

	<b>\$35 Basic Plan</b>	<b>\$45 More Plan</b>	<b>\$55 Android Plan</b>	<b>\$60 BlackBerry Plan</b>
Voice	Nationwide talk	Nationwide talk	Nationwide talk	Nationwide talk
	Long distance	Long distance	Long distance	Long distance
	Voicemail	Voicemail	Voicemail	Voicemail
		Voice features	Voice features	Voice features
Messaging		Call forwarding	Call forwarding	Call forwarding
	Nationwide text	Nationwide text	Nationwide text	Nationwide text
		Pix	Pix	Pix
		Video	Video	Video
		International text	International text	International text
			Email	BlackBerry Email

	Mobile Web	Mobile web/full HTML Android Market Wi-Fi	BlackBerry Messenger Mobile web/full HTML BlackBerry App World Wi-Fi
Data & Entertainment			
Premium	411 Data Backup Navigation	Data Backup	Data Backup

#### Cricket PAYGo Service Plan Options and Pricing

	\$1 Daily	\$35 \$2 Daily	\$45 \$3 Daily
Voice	Talk Voice features	Nationwide Talk Long-distance	Nationwide Talk Long-distance
Messaging		Nationwide text and picture messaging International text	Nationwide text and picture messaging International text
Data & Entertainment			Mobile web
Premium			411

Cricket also announced it is introducing a new \$55 Premium Plan, an all-inclusive, true rate service plan offering for existing customers looking to remain on a high-function, feature phone service plan while gaining the added simplicity of Cricket's new all-inclusive pricing.

Cricket 3G is available in all Cricket markets to approximately 92 million covered POPs. All Cricket plans, including its Smartphone plans, are prepaid and available without long-term contracts. For more information about the new Cricket service plans or to check out the dynamic handset lineup, please visit [www.mycricket.com](http://www.mycricket.com).

#### About Cricket

Cricket is the pioneer of simple and affordable unlimited wireless services with no long-term commitments or credit checks required serving more than 5.4 million customers in 35 states and the District of Columbia. Cricket offers wireless voice and broadband Internet services over the latest technology, high-quality, all-digital 3G CDMA2000 1X and 1xEV-DO wireless network. Cricket's nationwide wireless voice service plans include unlimited anytime minutes, unlimited U.S. long distance, unlimited text and picture messaging, unlimited text to Mexico, unlimited Mobile Web, unlimited directory assistance, as well as a variety of calling features and feature-rich mobile applications such as popular games, ringtones and wallpapers. Cricket Broadband provides unlimited Internet access anywhere within Cricket's coverage areas at speeds comparable to DSL. For more information on Cricket, visit [www.mycricket.com](http://www.mycricket.com). Cricket is offered by Leap Wireless International, Inc., headquartered in San Diego, Calif. For more information on Leap, visit [www.leapwireless.com](http://www.leapwireless.com).

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#### Forward Looking Statements

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements reflect management's current expectations based on currently available operating, financial and competitive information, but are subject to risks, uncertainties and assumptions that could cause actual results to differ materially from those anticipated in or implied by the forward-looking statements. Our forward-looking statements include our discussions about planned product and service plan developments, competitiveness and expected financial and operational performance, and are generally identified with words such as "believe," "expect," "intend," "plan," "could," "may" and similar expressions. Risks, uncertainties and assumptions that could affect our forward-looking statements include, among other things:

- our ability to attract and retain customers in an extremely competitive marketplace;
- the duration and severity of the current economic downturn in the United States and changes in economic conditions, including interest rates, consumer credit conditions, consumer debt levels, consumer confidence, unemployment rates, energy costs and other macro-economic factors that could adversely affect demand for the services we provide;
- the impact of competitors' initiatives;
- our ability to successfully implement our new product and service plan offerings, expand our retail distribution and execute effectively on our other strategic activities;
- our ability to obtain roaming services from other carriers at cost-effective rates;
- our ability to maintain effective internal control over financial reporting;